

CENTRAL INTELLIGENCE AGENCY
OFFICIAL ROUTING SLIP

STAT

TO	INITIALS	DATE
1		
2		
3		
4		
5		

(noted in)

FROM	INITIALS	DATE	STAT
1			
2			
3			

<input type="checkbox"/> APPROVAL	<input type="checkbox"/> INFORMATION	<input type="checkbox"/> SIGNATURE
<input type="checkbox"/> ACTION	<input type="checkbox"/> DIRECT REPLY	<input type="checkbox"/> RETURN
<input type="checkbox"/> COMMENT	<input type="checkbox"/> PREPARATION OF REPLY	<input type="checkbox"/> DISPATCH
<input type="checkbox"/> CONCURRENCE	<input type="checkbox"/> RECOMMENDATION	<input type="checkbox"/> FILE

Remarks:

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*We have arranged
for your suggested logo by
Morgan - can therefore return
his name & your file - Thank*

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Logographs
PIS

Office Memorandum • UNITED STATES GOVERNMENT

TO : Chief, Field Operations Staff

DATE: 20 January 1960

FROM : BIS

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SUBJECT: Israeli Logographs

1. Inconsistency exists in logographs for Israeli External Service broadcast in English at 20:30 covered by both ECB and BBC and has been called to the attention of this office by of Editorial.

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2. Up until April of 1959, Israeli External transmissions were prepared by Kol Israel (Israeli Government) and Kol Zion Lagolah (World Zionist Organization). On 1 April 1959, both organizations merged under a three year agreement and thus all material disseminated by Jerusalem became the official Israeli government propaganda. In view of this and the inconsistency which exists in logographs used by both ECB and BBC, I suggest the following logograph for the 20:30 English broadcast be amended to read as follows:

Jerusalem in English to the Diaspora*

IN PLACE OF

Tel Aviv (Jerusalem), WZO in English to the Diaspora

*The primary target of this broadcast is EUROPE and it may very well be used in place of Diaspora which does not cover any specific geographical area.

3. The city of origination is announced as Jerusalem and the only reason which I am aware for the use of Tel Aviv up until recently was to avoid confusion with Jerusalem, Jordan. However, our logographs for Jordanian material are now constructed to identify Amman or Ramallah as the originating city thus eliminating confusion which would have existed if used Jerusalem as source of broadcasts for both Israel and Jordan.

(WE)

4. In connection with your forthcoming visit to Kyrenia, I would appreciate your checking with Chief Editor if it is not logical to change the logograph for Home Service broadcasts from Tel Aviv to Jerusalem as our information indicates that most, if not all newscasts do in fact originate in Jerusalem.

5. If logograph suggested is approved would appreciate message being sent to both ECB and BBC.

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APPROVED: